

# Info Pro 10

## Moore / McFarlen

### Final Project

Your final project is meant to encompass all of the skills that you have learned over the course of the semester. Please remember that it is very important that you work independently on all of the following projects. Please also remember to do your best on each of the activities as together they will make-up a substantial portion of your final grade.

#### The Premise:

You are very interested in plying your wares as a graphic artist for your favourite indie record label. You are excited to get a foot in the door and after an exhaustive search decide that the following position is the one for you:

[http://www.entertainmentcareers.net/Cum\\_Laude\\_Records\\_LLC/Graphic\\_Designer\\_Tumblr\\_Internship/job/131867](http://www.entertainmentcareers.net/Cum_Laude_Records_LLC/Graphic_Designer_Tumblr_Internship/job/131867)

#### The Assignment:

**Before you begin, please create a folder (inside your IP 10 folder) called “Final Project 2012”. Make sure you save all of the following assignments to this folder.**

#### 1. Cover Letter

- a. Your first job is to construct a cover letter tailored for your dream job at Cum Laude Records. Make sure you read over the job requirements closely and use that knowledge to construct the best cover letter you can using all of your knowledge of formal letters and cover letters taught to you in this class.

#### 2. Cover Art

- a. Congratulations, Cum Laude Records likes your cover letter so much that they have asked you to design cover art for an up and coming band for them. If you do a good job of the cover art, you are hired.

Use Photoshop to design cover art that meets all of the following criteria:

- Cover art should be 600 x 600 pixels.
- Your cover art must have the name of the artist and album on it.
  - i. Band Name: *Banjo Billy and the Coyotes*
  - ii. Album Name: *Out in the Wild*
- b. Cover art must use all of the following Photoshop techniques: (palettes, filters, re-size and warp text and images, blurring backgrounds, retouching techniques, layer styles, brush strokes, colour part of a grayscale image, remove a background, text on a path) as well as any other techniques you choose to use.
- c. Cover art must be saved as a .jpg image.

### 3. Spreadsheet

- a. Cum Laude Records loved your cover art and want to use it for the upcoming release of *Banjo Billy and the Coyotes*. Congratulations, you are hired!

Now that the album is released (January 1<sup>st</sup>), it is your job to track the sales of the album. Build a spreadsheet that keeps track of all of the following statistics:

- b. Record sales by month:

• January –	cd	digital (web sale)	vinyl (record)
	30	45	6
• February–	cd	digital (web sale)	vinyl (record)
	36	98	8
• March–	cd	digital (web sale)	vinyl (record)
	108	157	16
• April–	cd	digital (web sale)	vinyl (record)
	89	107	12
• May–	cd	digital (web sale)	vinyl (record)
	78	94	9
• June–	cd	digital (web sale)	vinyl (record)
	67	89	11
• July–	cd	digital (web sale)	vinyl (record)
	79	77	10
• August–	cd	digital (web sale)	vinyl (record)
	67	74	9
• September–	cd	digital (web sale)	vinyl (record)
	87	88	5
• October–	cd	digital (web sale)	vinyl (record)
	98	101	4
• November–	cd	digital (web sale)	vinyl (record)
	115	201	11
• December–	cd	digital (web sale)	vinyl (record)
	198	302	18

- c. Be sure to include a descriptive title and labels. Please bold all titles and labels.
- d. Include a column / row for totals for each type of media (cd, digital and vinyl) as well as for each month. Make sure you use a function to calculate these.
- e. Include another column for monthly averages of sales for each type of media.
- f. Include a chart that shows the change of sales over time (each month) for each type of media. Consider carefully which type of chart would work best.
- g. Save your spreadsheet naming it, “Banjo Billy and the Coyotes sales”.

#### 4. PowerPoint / Prezi

Your final task will be to create a presentation to the Cum Laude Records executive to inform them of who you are and of the work you have done with the *Banjo Billy and the Coyotes*” file.

- a. Using PowerPoint, or Prezi create a presentation that will help you present the following information:
  - Your name, position and qualifications (from cover letter??)
  - Showcases your cover art and helps you describe the creative process and why you designed it as you did.
  - Incorporates your chart and interprets the data shown: Why do sales spike in November and December? Why are vinyl sales lower than others? What are the average yearly sales for each type of media? Why are February sales higher than most months? For the next album release should the band keep selling all 3 kinds of media – why or why not?

#### 5. Presentation

If time permits, your presentations will take place on Friday, January 20<sup>th</sup>.

- a. Make sure that you use your PowerPoint or Prezi to aid your presentation and not as a crutch. **No reading off of the screen.** Also make sure not to include too much info in any one screen of your presentation, and to include graphics, where appropriate, to make your presentation more visually appealing.

Graphic Designer & Tumblr Internship at Cum Laude Records, LLC in New York NY- Part Time Unpaid Internship

## Cum Laude Records, LLC

### Graphic Designer & Tumblr Internship [more jobs like this](#)

This is a Part Time Unpaid Internship

**Location:** New York NY

**Date Posted:** 1/10/2012 6:49:04 PM

**Details:** Cum Laude Record is NYC newest Hip-Hop Record Label.

We are currently seeking a GRAPHIC DESIGNER & TUMBLR GURU INTERN for immediate hire. This is a great opportunity for someone interested in enhancing their portfolio and possibly offered a permanent position with the record label.

Do you love to CREATE & DESIGN amazing Graphics and want to improve on your portfolio?

Ever wanted to design Album Cover ART for your favorite artist?

Do you love tumblr & Love creating tumblr layouts?

Do you have access to various software such as photoshop?

Do you have any experience with various equipment and software?

Are you creative and a team player?

Cum Laude Records is looking for a GRAPHIC DESIGNER & TUMBLR GURU INTERN who is interested in creating album art, tumblr art, & layouts. This internship position can lead to a permanent and paying position as the record label's full time director or editor.

Requirements:

- Must live in the NYC area
- Extremely Creative, Motivative, & Positive attitude
- Amazing Communication Skills
- Thinks outside of the box
- Have access to software
- Knowledge of software
- Technology driven, Must have own software to edit photos
- Must LOVE tumblr!

**\*\*Extremely interested in someone who needs to improve their portfolio and showcase their unique talents**

Send an e-mail expressing your interest in this position as well as any film or videos you have worked on.

**Please tell Cum Laude Records, LLC that you found the listing at  
ENTERTAINMENTCAREERS.NET**

## Tech Tools

- [Google Docs](#) (online documents)
- [Wordle](#) (online word cloud)
- [Picnik](#) (online Photoshop)
- [Prezi](#) (online presentation tool)
- [Animoto](#) (video slideshow maker with music)
- [Diigo](#) (online bookmarking)
- [Dropbox](#) (online file storage / sharing)
- [Dipity](#) (online timeline)
- [Symbaloo](#) (online bookmarking / home page)